

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

5

Applicant : Steven E. Riedl

App. No. : 10/639,070

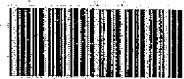
Filed : August 12, 2003

For : **TECHNIQUE FOR
EFFECTIVELY DELIVERING
TARGETED ADVERTISEMENTS
THROUGH A
COMMUNICATIONS NETWORK
HAVING LIMITED
BANDWIDTH**

Examiner : Bantamoi, Anthony

Group Art Unit: 2423

)



27299

PATENT TRADEMARK OFFICE

CERTIFICATE OF ELECTRONIC
(EFS-WEB) TRANSMISSION

I hereby certify that this correspondence is being transmitted via the Office electronic filing system in accordance with 37 C.F.R. § 1.8(a)(i)(C) from the Pacific Time Zone of the United States on the local date shown below.

April 19, 2011

(Date)

Julie Melendez, Reg. No. 58,559

AMENDMENT AND RESPONSE TO OFFICE ACTION

10

Mail Stop Amendment
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

15

Dear Sir:

In response to the Office Action dated December 22, 2010 ("Office Action"), the following is provided:

20